

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of Michael J. Johnson

Docket No. RPS920030057US1

Filed herewith

For: METHOD AND SYSTEM FOR MEASURING EFFECTIVENESS OF SHOPPING CART
ADVERTISEMENTS BASED ON PURCHASES OF ADVERTISED ITEMS

INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner for Patents

Washington, D.C. 20231

Dear Sir:

The Applicant submits herewith patents, publications, or other information of which he is aware and which he believes may be material to the patentability of this application and in respect of which there may be a duty to disclose in accordance with 37 C.F.R. §1.56.

While this Information Disclosure Statement may be "material" pursuant to 37 C.F.R. §1.56, it is not intended to constitute an admission that any patent, publication, or other information referred to herein is "prior art" for this invention unless specifically designated as such.

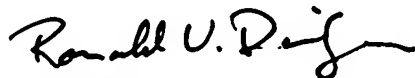
In accordance with 37 C.F.R. §1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 C.F.R. §1.56(a) exists.

The attached form, PTO-1449A, provides a listing of patents, publications, or other information as required by 37 C.F.R. §1.98(a)(1). A copy of each reference is supplied herewith.

Respectfully submitted

Date: November 20, 2003

by:



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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete if Known

Sheet	1	of	1	Application Number	
				Filing Date	
				First Named Inventor	Michael J. Johnson
				Art Unit	
				Examiner Name	
				Attorney Docket Number	RPS920030057US1

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	1	US- 4,071,740	01-31-1978	Gogulski	Abs, Fig 1
	2	US- 4,973,952	11-27-1990	Malec et al.	Abs, Fig 4
	3	US- 5,158,310	10-27-1992	Tannehill et al.	Abs, Figs 19, 21
	4	US- 5,250,789	10-05-1993	Johnson	Abs, Fig 1
	5	US- 5,264,882	11-23-1993	Vogelman et al.	Abs, Fig 6
	6	US- 5,418,354	05-23-1995	Halling et al.	Abs, Fig 2
	7	US- 5,729,697	03-17-1998	Schkolnick et al.	Abs, Fig 2
	8	US- 6,435,407 B1	10-20-2002	Fiordelisi	Abs, Fig 1a
	9	US- 6,484,148 B1	11-26-2002	Boyd	Abs, Fig. 1
	10	US- 6,484,939 B1	12-19-2002	Blaener	Abs, Fig. 6
	11	US- 2001/0028301 A1	10-11-2001	Geiger et al.	Abs. Figs 1, 5
	12	US- 2002/0077910 A1	06-20-2002	Shioda et al.	Fig. 21, Par 281-285
	13	US- 2002/0102993 A1	08-01-2002	Headry et al.	Abs, Fig 1
	14	US- 2002/0184079 A1	12-05-2002	Hijiri et al.	Par 91-93
	15	US- 2002/0194081 A1	12-19-2002	Perkowski	Abs, Par 250-256
		US-			
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FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.

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